

SMOKER SURVEY (for smokers age 21 and over)

Please complete the following information and return with your order form.

- What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand name)
- Is your regular brand...? (Check one)
☐ Regular/King Size, ☐ 100's or ☐ 120's
- Is your regular brand...? (Check one)
☐ Menthol or ☐ Non-Menthol
- Is your regular brand...? (Check one)
☐ Filter or ☐ Non-Filter
- Is your regular brand...? (Check one)
☐ Lowest/1 mg. tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor
- Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways
- What, if any, was your previous brand?

(brand name)
- Which of the following best describes you? (Check one in each column.)

<input type="checkbox"/> African-American	<input type="checkbox"/> Professional
<input type="checkbox"/> American Indian	<input type="checkbox"/> Self-employed
<input type="checkbox"/> Asian	<input type="checkbox"/> Homemaker
<input type="checkbox"/> Caucasian	<input type="checkbox"/> Skilled Labor
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Civil Service
<input type="checkbox"/> _____	<input type="checkbox"/> _____
- How many packs of cigarettes did you smoke in the past month? (Note: 1 carton = 10 packs)
Total # Packs _____
- Of these total packs, how many were your regular brand and how many were other brands?
Regular Brand # Packs _____
Other _____ # Packs _____
(brand name)
Other _____ # Packs _____
(brand name)

☐ Please remove my name from the Marlboro mailing list.

By responding to the above survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature _____ (Required) Date of Birth _____ (Required)

CS-0

PRESENTED BY
MARLBORO
CIGARETTES



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method

P0003852

